

Future requires stream of field information

By Maj. Gen. Timothy White

Mobilization assistant to the SAF/PA director

Having spent the better part of my adult life as a civilian news anchor and military public affairs officer, I understand the value of looking to the field for great stories and public affairs challenges.

I also respect the demands Air Force Reservists face everyday and want to use this publication to share this among our public affairs IMA community. To do this requires a continuous stream of information from all of you.

Though much of the military is structured to focus from headquarters down, I firmly believe that our strength lies in gaining insight and understanding from the field up. It is in the field that challenges are met. It is in the field that human interest stories are found. And it is in the field that problems are met with solutions.

The field up perspective helps to ensure there is a direct link from the most junior public affairs technician to the most senior officer and these stories are told and heard.

I can't say enough about the great experience we had at the Copper



Photo by Lt. Col. Tom Deall

Brig. Gen. Tim White, mobilization assistant to the SAF/PA director meets with Julie Beeman, ARPC protocol, during his visit to ARPC last month.

Mountain conference. To say it was transformational is stating the experience lightly. Making it a point to listen to individuals and groups, I heard of the great work you're doing and of the challenges that you face. As I listened, I realized that not only do they make for

great stories, but they must be shared by all.

With that, I met with MSgt. Kelly Mazezka, *The Publicist* editor, and asked her to present actual PA challenges faced by you. With the goal of promoting more
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The Publicist to become quarterly publication, adds new feature

By MSgt. Kelly Mazezka

Editor, The Publicist

Kicking off the new year, *The Publicist* will become a quarterly publication.

Also, in an effort to create a more interactive publication, we introduce a feature called "What would you do if ..." (see page 3). We will provide scenarios that could happen in PA offices around the Air Force, and we ask you to provide responses, which we will publish in the following issue. This can only be successful with your full cooperation.

I have put together a UPAR-type program for *The Publicist*.

If you are aware of a newsworthy event involving PA IMAs, please let us know. Here are your representatives:

ACC	Lt. Col. Deb Millett
AETC	CMSgt. Mary Kochel
AFMC	Col. Mona Vollmer
AFNEWS	SSgt. Heather Nottingham
AMC	SMSgt. Catherine Segal
SPCCOM	SMSgt. Greg Holmes
USAFE	TSgt. Bob Purtiman
USSTRATCOM	Lt. Col. Julie Holland

We always encourage story ideas and welcome your input.

Briefs

NPRC not destroying personnel files

WASHINGTON (AFPN) — National Archives and Records Administration officials here are not destroying any military records, they said.

The officials said they are trying to counter an Internet rumor advising veterans to apply for their official military personnel files to save them from destruction.

There is no truth to this "urban legend" being perpetuated on the Web.

"We heard it about a month ago," said Susan Cooper, the archive's public affairs officer.

The records are stored at the National Personnel Records Center in St. Louis where officials said there has been a rise in the number of veterans requesting their records.

This takes time away from other legitimate requests, such as veterans requesting separation documents or medical records.

"We have a limited number of people to do the work, and anything that ramps the requests up this quickly is a big production issue with us," said John Constance, NARA's director of congressional and public affairs. Archivists are digitizing some records, Ms. Cooper said.

"We are going to digitize some of them for reference and preservation," she said. "When records are handled frequently, it causes some wear and tear. The idea is to preserve (the records), not destroy them."

Officials said the paper records remain intact.

NARA preserves and protects the files because they are permanently valuable records that document the essential evidence of military service for veterans.

Anyone who receives this sort of e-mail should ignore it, officials said.

Union ad judged illegal

The American Federation of Government Employees recently planned to place an

advertisement in civilian enterprise newspapers.

The ad cannot be placed in CE newspapers because legal representatives have determined it violates DODI 5120.4, the newspaper instruction, by advocating a position on a proposed DoD policy.

Let your publishers know that this ad cannot be accepted for publication in military CE newspapers.

Lodging not available at TDY station

The TDY locality per diem rate or the AEA ceiling for the location where lodging is obtained is used for computation only when a member is TDY at a place where neither Government nor commercial quarters are available.

This applies only when the locality per diem rate for the lodging location is higher than the locality per diem rate for the TDY location. The higher per diem rate must be authorized/approved by the authorizing/order-issuing official.

Opportunities

PACE needs support

The Public Affairs Center of Excellence, Maxwell Air Force Base, Ala., lost its deputy last month, and the director will be deployed January through May. They need a PA IMA major or lieutenant colonel March-June to assist with some of their duties.

CADRE will provide the mandays. Teaching experience is preferred but not required.

The selected individual will:

- ♦ Assist in teaching and evaluating students in "The Commander and the News Media" core elective at the Air War College;
- ♦ Assist in teaching and evaluating students in "The War for Public Opinion: Propaganda, Public Affairs, and the Military-News Media Relationship" elective at the Air Command and Staff College;
- ♦ Assist in teaching the optional PA/News media awareness class at Squadron office School;
- ♦ Assist in teaching and conducting media training for the Air and Space Basic Course's wargame, Blue Thunder;
- ♦ Assist in teaching and conducting media training for the Group Commander's Course at the College for Professional Development;
- ♦ Assist in teaching and conducting media training for the GS-15 Leadership Seminar at CPD;
- ♦ Assist in teaching and conducting media for the On-Scene Commander's Course at CPD;
- ♦ Assist in conducting media training for ACSC wargames;
- ♦ Assist in conducting media training for the Solo Challenge wargame;

- ♦ Assist in conducting media training for the Joint Senior Service School's wargame, Joint Land, Aerospace, and Sea Simulation;
- ♦ Provide inputs into the writing of course/class lesson plans;
- ♦ Assist in organizing and executing the ACSC media day;
- ♦ Conduct security and policy review of AF Fellows' research papers; and
- ♦ Research information to implement into new courses or enhance current courses and lesson plans.

For more information members can contact Lt. Col. Ruth Latham at DSN 493-3507 or commercial (334) 953-3507.



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Myers provides policy on PA, information ops relationship

By Gen. Richard Myers

Chairman of the Joint Chiefs of Staff

Effective planning and execution of public affairs operations and information operations are critical to accomplishing the commander's mission.

The success of both depends on sound leadership, guidance and organizational rigor.

Successful PA operations, fulfilling the public's right to know, require institutional credibility to maintain public trust and confidence. Credible PA operations are necessary to support the commander's mission and maintain essential public liaisons throughout the spectrum of conflict.

PA and IO objective audiences differ. PA's principal focus is to inform the American public and international audiences in support of combatant commander public information needs at all operational levels.

IO, on the other hand, serves, in part to influence foreign



Gen. Myers

adversary audiences using psychological operations capabilities.

While audiences and intent differ, both PA and IO ultimately support the dissemination of information, themes and messages adapted to the audience and operational level.

PA and IO activities directly support military objectives, counter adversary disinformation, and deter enemy actions. Although both PA and IO conduct planning, message development and media analysis, the efforts differ with respect to audience, scope and intent – and must remain separate.

However, PA and IO entities must be aware of each other's activities for maximum effect and to achieve success in both operational areas. Absent this awareness, conflicting efforts could impede operational success.

Inherent in effective coordination and collaboration with IO is the necessity for PA to maintain its institutional credibility. While organizations may be inclined to create physically integrated PA/IO offices, such organizational constructs have the potential to compromise the commander's credibility with the media and the public.

It is important that we not let the organization's relationship diminish the command's PA capability or effectiveness.

PA officers should work directly for the commander and supporting PA personnel should be organized under the PAO. Commanders, in turn, must ensure appropriate coordination and synchronization between PA and IO efforts.

Tool keeps community informed

Here is another communications tool to develop a more informed community around Air Force bases. U.S. Air Force Newslink is an electronic, hyperlinked newsletter geared toward keeping America's citizens informed about the Air Force's role in our nation's defense.

With distribution each Thursday via e-mail subscriptions, its purpose is to arm opinion leaders with Air Force and DoD news and information drawn from a variety of internal and external sources.

Distribution began in March 2003 at the onset of Operation Iraqi Freedom to fill a critical wartime need – to let the American public know what the Air Force was doing in support of the global war on terrorism. Since then, Newslink coverage has expanded to include other Air Force/DoD issues, general military news, articles of interest, and photos of Air Force equipment and Airmen in action.

Newslink delivers timely Air Force messages to influential people using official DoD and respected commercial news sources. Each issue provides balanced coverage of stories that community leaders might not otherwise get. Headlines provide the gist of the story, with hyperlinked articles providing greater detail if the reader chooses to learn more.

Newslink can be used to supplement community outreach activities as you build fruitful relationships with civic leaders in your area. It is an easy way to reinforce Air Force relationships on a continuing and "automatic" basis. Among other uses, this product can be included with informational packets and promoted during base visits. Please ensure your civic leaders are aware of this product and encourage them to not only subscribe, but to share Newslink with colleagues and peers within their circles of interest.

To subscribe, send a blank e-mail to join-pancnewslink@mercury.afnews.af.mil. For more information, call SAF/PANC at DSN 792-6365 or commercial (312) 353-8300.

What would you do if ...

Scenario: It's an election year and your organization processes personnel records of a presidential candidate, a former member of the air reserve components. All the records, you believe, have been released to the media under a Freedom of Information Act request.

However, an anonymous member of your organization leaks an additional document to a media source. The journalist calls and asks you to speak to the newly surfaced document. Her questions are specific enough that it is obvious she has the document in hand. Since you have not seen the document, you cannot speak to it.

However, she says it references another document and asks if you can speak to that document. You have seen the referenced document. White House officials want you to deny the existence of the document. What do you do?

Please send your response to this scenario or suggestions for future scenarios to arpc.publicist@arpc.denver.af.mil.

Cross cultural communications course offered

The U.S. Air Force Special Operations School, Hurlburt Field, Fla., will conduct a cross cultural communications course Jan. 10-14.

The course is designed to improve the communication and problem-solving skills of DoD personnel engaged in training, administration or negotiation with foreign military personnel.

Instruction is keyed to strategies for effective interaction with peoples from a variety of cultures. Regions covered may include southwest Asia, Latin America, Asian-Pacific, Africa, Russia, Central Asia, Eastern Europe, Western Europe and The Balkans.

The course is divided into two instructional areas: 1) a conceptual analysis of values and culture with strategies basic to effective cross cultural

communications and 2) a regional focus covering historical culture development and specific regional norms.

There are no prerequisites for this course. It is unclassified; no clearance is required.

The target audience for the class is officers, enlisted and civilians engaged in or programmed for an assignment requiring contact with foreign nationals, including students, during their routine duties.

There are no registration or tuitions fees. Travel expenses and per diem are unfunded.

Individual mobilization augmentees should submit training requests to their major command, forward operating agency or single manager of assignment for processing to ARPC. The point of contact for quotas is HQ ARPC/DPAT, Denver, at

DSN 926-3210 or commercial (303) 676-6396.

Other upcoming class dates include:

- ♦April 11-15
- ♦June 27-July 1
- ♦Aug. 15-19

Questions regarding training quotas and course registration can be directed to student registrar, Ms. Joyce Weber at DSN 579-4731, commercial (850) 884-4731 or e-mail joyce.weber@hurlburt.af.mil.

For additional information, members can visit the Web site at <https://www.hurlburt.af.mil/milonly/tenantunits/jsou>. Questions regarding course content can be directed to Mr. Dann Mattiza at DSN 579-5749 or commercial (850) 884-5749, or Lt. Col. Debra Gunnoe at DSN 579-1855.

Stressed Airmen -- Who's your wingman?

In his Sight Picture 'Stressed Airmen – Who's Your Wingman,' Chief of Staff of the Air Force Gen. John Jumper talks about the stress of military jobs and the toll it has taken on our Airmen in the last year. He said 57 Airmen were lost to suicide, another 99 to accidents.

To confront this problem, the Air Force will reinvigorate the suicide prevention program and continue to focus on safety and risk management, with zero mishaps as the goal.

Additionally, Gen. Jumper calls on all Airmen to make a total commitment to help solve the problem:

- ♦Commanders – Be sure to know when Airmen need help and where to send them to get it.
- ♦Supervisors – Look for the first signs of trouble; listen and engage.
- ♦Airmen – Take care of yourselves and those around you; don't dismiss signs of stress and suicide; don't take unnecessary risks.

"We cannot relieve the tempo of deployment," Gen. Jumper said. "When our nation calls, we must respond. However, we can and will work to **provide our Airmen with the support they need** to carry their load."

In Memory of Lt. Col. Dolores "Dee" Anderson Oct. 10, 1962 - Oct. 27, 2004

It is with deep regret that we announce the passing of Lt. Col. Dolores (Dee) Anderson, a public affairs IMA at 37th Training Wing, Lackland Air Force Base, Texas.

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interaction, in each edition of the newsletter she'll write up the summary of a challenge faced by one of you, and then gather your recommendations of what you would do if faced with the same challenge. Those recommendations would then be included in the next edition. By sharing these challenges, you'll not only stay in touch with what's happening in the field, but also be provided a great educational opportunity.

Another important issue is recognizing all that you do, especially when not in uniform. Already discussed with and approved by Lt. Gen. John Bradley, AFRC commander, we want to promote your civilian jobs. Very simply, I've asked that each time MSgt. Mazecka mentions an IMA's name, she is to include information about their civilian employment. Both Gen. Bradley and I believe this is important because it acknowledges the unique demands of balancing civilian and military careers. As Citizen Airmen, I believe you deserve that level of attention.

Finally, over the next few months we are producing a video that explains the IMA program. In this video we will cover topics such as retirements, the difference between R/R and fiscal year requirements, and the Air Reserve Personnel Center and how the people there work for you everyday.

It is my hope that this video will be used to educate your active duty and civilian bosses, your family and coworkers. With a May 2005 distribution date, we're starting the process immediately beginning with a script then moving on to filming. We hope it's dynamic, interesting and somewhat entertaining while also serving as a great source of information.

That's a quick view of where we are and where we're going. But in the end, regardless of the program, it requires your help through a continuous stream of information. I'm confident you'll support these activities and look forward to hearing your stories and sharing your experiences.